



Alliance for Health Promotion

Annual Report 2015-2016

**Alliance for Health Promotion
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Draft

ANNUAL REPORT

1 October 2015 - 30 September 2016

Introduction

The Alliance for Health Promotion (A4HP) was established in 1997, as a small ad hoc group of enthusiastic people representing their respective NGOs and committed to health promotion, at the 4th WHO Global Conference on Health Promotion in Jakarta. Over the past 20 years it has developed into an international NGO registered as an association in 2008 under Swiss law and supported by the State of Geneva. In addition to its founding NGOs the Alliance has opened up its membership to other Civil Society Organisations. The head office is in Versoix, Canton of Geneva, Switzerland. In 2015 the Alliance was admitted into Official Relations with WHO and was granted special Consultative Status with ECOSOC.

Vision

The Alliance aspires to see empowered individuals and communities with ownership of knowledge and the means to better control their health and fully enjoy a healthy lifestyle.

Mission

The Mission of the Alliance is to strengthen global efforts to improve health by

- bridging the gap between international declarations and local realities,
- catalyzing and galvanizing NGOs health promotion actions, and
- advocating for a holistic approach to health.

Highlights of the year

The 2030 Agenda for Sustainable Development, adopted by the UN General Assembly in September 2015 has been key in driving Health Promotion thought and efforts reflected in the activities during the reporting period. The Agenda recognizes health and well-being as central to sustainable development and human progress. 2016 marked also the 30th Anniversary of the Ottawa Charter adopted at the first International Conference on Health Promotion. With the support of its members and partners the Alliance was able to take advantage of the momentum created by the adoption of the SDGs to focus its attention on helping to organise the 6th Global Forum on Health Promotion in Canada in October 2016 and prepare input for the 9th Global Conference on Health Promotion, Shanghai, November 2016.

The Alliance has organised the following major events between 1 October 2015 and 30 September 2016:

- 5th Global Forum on Health Promotion, Geneva, 16-17 November 2015
- NGO consultation in WHO during the Executive Board meeting, Geneva, 28 January 2016
- Federal Café session during the Geneva Health Forum, GHF, April 2016
- Annual Briefing during the World Health Assembly, Geneva, May 2016
- Health Promotion Day, Geneva, 22 May 2016
- Workshop on Health Promotion in Bangalore, India 31 July 2016

5th Global Forum on Health Promotion, 16 – 17 November 2015

Title: “Closing the Gap in Health Equity through Technology”

The Global Forum organised annually since 2011 by the Alliance provides an important platform for key stakeholders to address the current challenges of health promotion and set the agenda for research, advocacy and action. It is an opportunity for all those involved in promoting a healthier lifestyle to share and learn from one another whilst building consensus on best practice. New and innovative

approaches based on emerging research as well as the experiences of grassroots project implementers are showcased.

The Graduate Institute for International and Development Studies kindly offered to co-host the Global Forum 2015 which was greatly appreciated after several years of collaboration with the Global Health Programme (GHP). Ilona Kickbusch, Director of the GHP was the keynote speaker at the first Global Forum of the Alliance commemorating the 25th Anniversary of the Ottawa Charter adopted at the first WHO International Conference on Health Promotion in 1986.

For the 5th Global Forum the Alliance worked with the WHO Department of Public Health, Environmental and Social Determinants of Health and welcomed a new partner, the International Telecommunication Union (ITU). The event was sponsored by the Federal Office of Foreign Affairs and the State of Geneva by providing travel grants for seven speakers from less developed countries.

The welcome address was made by Michaela Told Deputy Director of the Global Health Programme and the key speakers were Dr Maria Neira, WHO Director for Public Health, Environmental and Social Determinants of Health and Kemal Huseinovic, ITU Chief, Department of Infrastructure, Enabling Environment and E-Applications (IEE),

The Forum was designed to showcase successful examples of technological implementation illustrating the core value of equity. Promising innovations were presented and discussed, along with more theoretical reflections.

The Forum explored how current and emerging technologies impact the health and well-being of people in all parts of the world. Bringing together more than 100 leading players in the health promotion field, from government, academia, international organisations, NGOs and the private sector to review experiences, share knowledge and build partnerships. A mix of keynote presentations, panel discussions and practice-oriented workshops enabled the rich and full discussion of existing tools and platforms that can be used for mobile-telephone based health promotion services. Presentations showed how e-health and m-health can impact people's health with a particular focus on women, the youth and the elderly.

Participants greatly appreciated learning how to use electronic communication and information technology in health promotion. The Alliance offered a concrete perspective on the subject, by arranging a second Forum Day, with a Field Visit to Meinier, a commune of Geneva canton. Participants could visit and see for themselves first hand an Intergenerational Community Development Project which has benefited not just the health and well-being of the community but also the adjoining region. In the afternoon, participants met in WHO for an informal exchange of experiences, with the aim of engaging them to discuss and apply the knowledge acquired during the first Forum Day of plenary sessions and workshops.

NGO Consultation during the WHO Executive Board, 28 January 2016
WHO Room, L-14 12:30-14:30

The Alliance organizes an annual Consultation during the WHO EB to take advantage of the presence of the many NGOs attending this event in Geneva. The main objective of these Consultations is to meet, exchange and strategize for the WHA in May.

The objective of the Consultation in 2016 was to brainstorm on the contribution of Civil Society Organisations to the Sustainable Development Goals, SDGs the theme of the 9th Global Conference on Health Promotion. Information on behalf of WHO was provided by Eugenio Villar, Coordinator for Social Determinants of Health and K.C. Tang, Coordinator for Health Promotion. Participants also brainstormed on the best ways of transmitting the key messages of the 6th Global Forum in Canada to the WHO 9th Global Conference on Health Promotion. We were pleased to have the participation by the two Students' organisations IFMSA and IPSF.

“Sustainable and Affordable Innovations in Healthcare” was the title of the **Geneva Health Forum (GHF)**, a bi-annual event organised by the Geneva University and Hospital (HUG) 19-21 April 2016 at the CICG, Geneva International Convention Centre where the Alliance participated by two events:

A Federal Café session, 20 April 2016 with the title: “Health Promotion – at the heart of sustainability” - 30th Anniversary of the Ottawa Charter

The Alliance was happy that Dr. Sandrine Motamed, Senior Lecturer at the Institute of Global Health, University of Geneva, gave an excellent presentation.

The objective of the session was to create awareness among the medical professionals, other health and development workers on the importance of Health Promotion, a salutogenic and holistic approach to health and its relevance in contributing to a better quality of life.

Patsy Beattie-Huggan from PEI, Canada, general coordinator and member of the Steering Committee of the 6th Global Forum on Health Promotion provided information on the event preparations. The Forum will be co-organised by the Alliance and its Canadian partners and hosted by the government of Prince Edward Island. The aim of the Forum will be to review the legacy of the Ottawa Charter in the light of the Sustainable Development Goals from a Civil Society perspective.

The second event of the Alliance at the GHF was a joint Stand in the exhibition area at the CICG together with the International Cooperative Summit (ICS). It was sponsored by ICS and two posters were displayed: the invitation for the 6th Global Forum on Health Promotion, Charlottetown, Canada, 16-17 October and the invitation to the International Cooperative Summit, 10-12 October 2016, Québec City, Canada. At the ICS our member organisation, the International Health Co-operative Organisation will hold a session with best practices in the Health Co-operative sector.

Annual Briefing during the World Health Assembly, 26 May 2016
WHO Library Room, 14:30-17:00

The Annual Briefing is a side event of the World Health Assembly. Every year since its establishment in 1997 the Alliance has organized a Briefing offering an opportunity for Civil Society, Governments and other key stakeholders in Health Promotion to share experiences, practices, ideas, identify gaps, and agree on priorities for action as well as respective roles.

The title of the 2016 Briefing was: ***“Synergy of action for achieving the SDGs through Health Promotion”***

The Briefing was chaired by Alliance Board Member Berhane Raswork. The keynote presentation was made by Nathalie Roebbel, Technical Officer from the WHO Social Determinants of Health Division. The Alliance was delighted to welcome new Member Prof. Elizabeth Cherian Paramesh of the Sirona Center for Health Promotion, Bangalore, India who gave an impassioned presentation about her work with children, young men and women and other vulnerable people which has greatly improved their health and education status. Prof. Cherian was accompanied by her husband Prof. Dr H. Paramesh an expert in paediatrics and pollution problems.

Another new member of the Alliance, Eric Friedman, from the O’Neill Institute of Georgetown University, Washington DC, gave a presentation on the proposed Framework Convention on Global Health. Representatives from IPSF and IFMSA spoke about the youth perspectives.

The Alliance joined up with the Global Health Council, International Planned Parenthood Federation, World Heart Federation and World Vision International, for a Side Event at the UN Palais, Room IX on 25 May 18:00-19:30. The theme was: ***“Towards the Right to Health: Possibilities of a Framework Convention on Global Health and Harmonized Civil Society Platforms for Universal Health Coverage.”*** The coordination of this event was by Eric Friedman of the O’Neill Institute Institute for National and Global Health Law, Georgetown University, Washington D.C.

Health Promotion Day, Sunday, 22 May 2016
Villa and Park “La Pastorale”, Geneva, 11:00-16:00

This event was held for the second time on the eve of the WHA opening and provided an opportunity for international delegates of the WHA and local organisations to meet, socialize and raise awareness about health promotion. The event was hosted by CAGI, the Geneva Welcome Center.

Ten exhibition stands presented the activities of local associations, including the Alliance and its member organisation Life University. Four workshops addressed the various aspects of Health Promotion in practice. The presence and help of the students' groups from UCLA (California University Los Angeles) Fielding School of Public Health, IPSF and IFMSA was particularly appreciated.

As it has been a tradition for the past few years the day was concluded with a Concert of Eva Komaromy, soprano and Szabolcs Sandor, pianist.

Grateful thanks are due to Life University for sponsoring the event and to CAGI for hosting it in its beautiful villa and park in the centre of Geneva, near the UN Palais.

Regional Workshop in Bangalore, India, 31 July 2016

The second Workshop in India was held at the invitation of the Lakeside Health Promotion Centre, Bangalore. The event was organised within the framework of the 34th Annual CME (Continuing Medical Education) Programme

The Alliance contributed with a keynote document recording the founding, Vision and Mission of the Alliance and the main annual events. It was presented to the Conference by the Alliance's new member, Prof. Elizabeth Cherian Paramesh representing the Sirona Lakeside Center of Health Promotion. The Presentation and a keynote Welcome message on joining the Alliance were both recorded in the Souvenir Programme of the Conference.

Regional Health Promotion Workshop in Kitale

Sadly, the annual workshop had to be postponed due to lack of funds and the challenge of coordinating it with the mobile Rural Clinics project organised by the Alliance's partner, the Afro-European Medical and Research Network (AEMRN). However, the great achievement of the year was the official registration of the local association, the Health Promotion Alliance Kenya (HPAK).

Other activities of the Alliance

The Secretariat devoted much time and work in preparing for the 6th Global Forum on Health Promotion, to be held in Charlottetown, Prince Edward Island, Canada, after signing the agreement with the Canadian partners. The theme of the Forum will be: Health promotion – at the very heart of sustainability. The objective of the Forum is to celebrate the 30th Anniversary of the Ottawa Charter adopted at the first international Conference on Health Promotion by reviewing the achievements and looking into the future. The Forum will identify how to transmit the discussions and final outcomes to the WHO 9th Global Conference on Health Promotion, 21-25 November 2016 in Shanghai, China.

Working with the World Health Organization

Since obtaining our Official Relations status in 2015 with WHO we have been able to strengthen our collaboration with various departments. We continue to work primarily with our Designated Technical Officer, Eugenio Villar, SDH Coordinator at the Department Public Health, Environmental and Social Determinants of Health. In July 2016 we welcomed the new Coordinator for Health Promotion, Faten Ben Abdelaziz who was very instrumental in our preparations for the 9GCHP in Shanghai and supported our poster presentation in Shanghai. In November 2015 the Alliance submitted a proposal to the Scientific Committee of the 9th Global Conference, calling for greater community empowerment to bring about improvements in health and well-being, and supported by case studies outlining the work and projects of some of our Members.

The Alliance continued to follow with special attention the the WHO Reform process, in particular in relation to the Framework for Engagement with Non-State Actors, FENSA. After many years of discussion the WHA adopted a Resolution on FENSA in 2016.

With our Official Relations status the Alliance was entitled in its own right to submit a Statement to the 69th World Health Assembly on the Agenda item 12.4 Prevention and control of noncommunicable diseases: responses to specific assignments in preparation for the third High-level Meeting of the United Nations General Assembly on the Prevention and Control of Non-communicable Diseases in 2018.

The Alliance enjoys WHO's support in providing technical assistance, facilitating consultation with various clusters of WHO as well as providing meeting facilities and speakers all of which have had a huge impact on achieving one of our objectives, namely mainstreaming Health Promotion. Within this framework we were able to organize an information session for a group of Chiropractic Leaders (TRG) from all over the world who are linked to the Alliance through one of our member organisations, Life University, Georgia, USA. The session was held in the WHO EB Room 2 September 2016 and speakers from four WHO Departments made presentations and had an open dialogue with the participants, namely Eugenio Villar, SDH Coordinator, Faten Ben Abdelaziz, HPR Coordinator, Joel Schaeffer, Communications and Gaudenz Silberschmidt, in charge of Partnership and Non-State Actors in the Office of the Director General. Four Alliance Members also attended and made brief presentations on the role and work of the Alliance, which were enthusiastically received.

Life University Reception at the Alliance Head Office, Versoix

Following the Session at the WHO the Alliance was happy to welcome on 5 September Members of the World Chiropractic Association lead by Guy Riekeman, President of Life University to meet partners of the Alliance in Switzerland.

For the first time since receiving Official Relations with WHO the Alliance participated at the session of the WHO Regional Committee for Europe in Copenhagen, Denmark, 12-15 September.

Among the many invitations received by the Secretariat, Alliance representatives attended among others the Mental Health Gap Forum, 8-9 October 2015. We took advantage of this opportunity to have separate meetings about closer collaboration with two of our members, the World Federation for Mental Health, WFMH and the Regional Psychosocial Support Initiative, REPSSI based in South Africa. We were also invited to attend the BFHI Congress (WHO / UNICEF Baby Friendly Hospital Initiative) held in WHO in October with Guest of Honour, HM the Queen of Spain.

Collaboration with the UN and its specialized agencies

In preparation for the 5th Global Forum on Health Promotion, the Alliance established contacts with the **International Telecommunication Union (ITU)** as the theme chosen for the 2015 Forum was "Closing the Gap in Health Equity through Technology".

At the invitation of ITU an Alliance delegation attended the Telecom World Conference held in Budapest, Hungary in October 2015 where one of the sessions addressed the issue of mHealth which figured also on the programme of the Global Forum.

Thanks to our Consultative Status with the Economic and Social Council – **ECOSOC** we were able to attend the NGO Information sessions of the UNOG Secretary General, Michael Møller and many other meetings announced through the NGO Liaison Office in Geneva. Since the ECOSOC annual meetings are held in New York the Alliance cannot send representatives due to the high travel costs involved. However, we aim to designate some of our member organisations from North America to participate at some relevant meetings as well as submit online statements.

Project activities and fundraising efforts

With the aim of mobilising funds for the implementation of activities approved by the Alliance AGM we started to engage in project activities in partnership with our members.

Unfortunately, our efforts made in the reporting period to obtain funding for these projects, have been unsuccessful.

However, we were pleased to obtain financial support from the Canton of Geneva (SSI) which provided travel grant to allow some of our members from developing countries, to participate at the

5th Global Forum and Consultation 16-17 November 2015. In addition the State of Geneva kindly sponsored a reception at the Global Forum.

Governance

The Board, composed of 14 members has met 8 times during the reporting period.

The Annual General Meeting, AGM was held in the Graduate Institute on 16 November with 18 participants and was chaired by the President Bernard Kadasia. As he is based in Kenya we have organised during the year regular teleconferences with him, the Vice President Joanna Koch and the Coordinator, Gabriella Sozanski. It is a challenge to work with an international Board like ours, however, modern technology allows us to have meetings through Webex or Skype. When scheduling Board meetings we always take advantage of the visit in Europe of one or another overseas Board members.

Membership

The Alliance currently has 20 member organisations and some 150 civil society organisations in its network. The Alliance welcomes active members who adhere to its Vision and Mission, and who have an interest in or are involved in health promotion in its widest sense.

During the reporting period the following new members have joined the Alliance:

- The Lakeside Sirona Center for Health Promotion, Bangalore, India represented by Prof. Elizabeth Cherian Paramesh
- The O'Neill Institute at Georgetown University, Washington DC, USA
- 9 students from UCLA, University of Los Angeles Fielding School for Public Health, USA as individual members

The Alliance provided accreditation for the above Master students to attend the 2015 May WHA. In exchange the students signed up for membership (paying CHF 50 each) and contributed with writing policy briefs and drafting statements. They also actively participated in the Health Promotion Day.

Communication

The first newsletter of year 2016 was issued in April using Mailchimp and the second one in September. Both were drawn up with the help of interns and circulated to some 500 addresses of the Alliance database which was also established by our interns.

The Alliance informs its network members mainly through its website: www.alliance4healthpromotion.org which is being redesigned in order to make it more up to date and user-friendly.

Secretariat of the Alliance

Since August 2012 the Secretariat coordinates its activities from its small independent office in Versoix. Grand-Montfleury 48, where several other NGOs have their seat. For the first two years, the Alliance received a subsidy from the Canton of Geneva, but when that finished, the Alliance has had to pay the full rent together with the maintenance costs.

We are fortunate that our member, Life University has opened its official Geneva Representation Office in the Villa Grand-Montfleury thus giving the Alliance a much appreciated contribution towards the maintenance costs of our shared office.

The Alliance continues to rely on the work of volunteers and interns and has no paid staff. The Coordinator, Gabriella Sozanski continued to provide full-time services on a voluntary basis. We are pleased to use the services of CAGI for recruiting our interns. In previous years we welcomed interns from IPSF. In the reporting period we had one short-term intern Isabella (8 weeks) through the Boston University exchange programme, Claire from Montpellier University for 5 months, Jonida from the Geneva Business School for 3 months and two interns, Clélia and Laura through CAGI for 6 months whose term expires mid-February 2017. We are grateful for their professional contribution to running the Alliance activities.

Veronica Shiroya, a former intern who became our Liaison Officer in Kenya has played a significant role in coordinating the registration process of the Health Promotion Alliance Kenya. Although she left

Kenya for Germany to finish her Master's at Heidelberg University she stayed connected to the Alliance and contributed to project development.

Finances

The Audited Financial Report is attached.

For submission to the AGM, 23 January 2017